

DAHLONEGA DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET BOARD

October 10, 2013 MEETING MINUTES

Members in attendance: Hal Williams, Tony Owens, Denson Martin, Chris Welch, Larry Odom

Members Absent: Donna Logan & Mac McConnell

Staff Present: Joel Cordle

Partners Present: Gary McCullough, Jay Markwalter

Chris called the meeting to order at 8:47 AM

I. Approve August 8 meeting minutes – A motion to approve the August 8, 2013 meeting minutes was made by Hal, seconded by Denson. All members present unanimously approved the motion.

II. Approve financial report –

- Joel asked the board to refer to the financials included in the board packet. He highlighted expenses and balances.
- A motion to approve the financial report as presented was made by Denson, seconded by Tony. All members present unanimously approved the motion.

III. *DDA Task Force Reports*

ORGANIZATION

1. Update on Water Plant Property – Joel reported on progress made on closing documents for the sale of the water plant property since the board approved the offer in September.
2. Support City Council in Park Street Area Historic District designation & Downtown Historic District expansion and design guidelines – Hal reported on the progress made by the HPC and the consultant for Park Street Residential District design guidelines.
3. Assist council with implementing Downtown Master Plan (assist funding ordinance/zoning cost) – Hal informed board that the 10-17-13 council meeting will include a presentation by the Ga. Mtns. Regional Commission on their progress in incorporation of the Master Plan in the city ordinances and zoning update.

ECONOMIC DEVELOPMENT

1. Explore Univ. of North Georgia bonds sponsorship; support convocation center – No report
2. Support city council in parking management plan – No report
3. Develop downtown arts strategies, support facilities – Hal reported on quarterly arts group meeting, NGU consolidation of performing arts with the Gainesville campus, and Holly Theater activities and construction progress.
4. Support master plan catalytic real estate projects, property owners' development/ redevelopment of strategic sites – Joel reported that a single-family residential developer is exploring properties.
5. Keep inventory of available spaces & businesses seeking spaces – Joel asked the board to refer to the packet with the inventory sheet of properties and prospects. New businesses including: Totaling Walking and Running of Dahlonega at N. Grove and E. Main, two new technology businesses in downtown (Versatech and Applies Graphics). Baked on Main is planning its grand opening the week of Thanksgiving.

PROMOTION

1. Plan and implement retail promotion & advertising – Joel reported on Christmas season shopping and extended hours, Nugget and Smoke Signals ad campaigns, and social media promotions for downtown Christmas shopping.

DESIGN

1. Support design & construction of streetscapes – Joel reported TIGER construction drawings completed 9-27-13 with final comments ongoing. Phase I timetable begins this winter with R.O.W acquisition and construction in the first two blocks of W. Main and the first block of S. Chestatee.
2. Expand Dahlonega Stories historic plaque program – No report.

IV. Staff Report Board members received a copy and Joel reported on highlights from the previous month.

V. New Business – No new business.

VI. Announcements from partner agencies

- City of Dahlonega – Gary reported on the city manager search, city budget process, and continued LOST negotiations.
- Chamber of Commerce/Tourism Office – Jay reported on recent large local events in the area and the positive economic impact that those events have on Dahlonega's economy.
- University of North Georgia – No report.

VII. Adjourn – Denson made a motion to adjourn the meeting. The motion was seconded by Hal. All members present unanimously approved the motion and adjourned at 10:10 AM.